



Market and Conference  
January 23-25, 2012  
Fontainebleau Resort  
Miami Beach

## Applying for NATPE 2012 Press Credentials

Thank you for your interest in applying for press credentials. These guidelines are intended to assist you in preparing the needed documentation to support your request.

In order to be qualified as press at NATPE 2012, you must adhere to the following guidelines and submit documentation accordingly.

**DO NOT make travel plans until you have received a confirmation from The Lippin Group.**

### DOCUMENTATION REQUIREMENTS:

**Press Credentials:** All requests must be accompanied by copies of press credentials verifying editorial press occupation. Any outlet with more than 3 staff members applying for credentials should select one person as a contact. Each individual must apply separately.

**Print Media:** You must submit verification of employment. In addition to an original letter of assignment from your editor (on company letterhead) you must include a business card identifying you as a working reporter and a copy of a current publication masthead showing your name.

**Online Publication:** Only commercial news organizations qualify as media outlets. You must submit a PRINTED copy of your online publication with your name and title appearing in an editorial capacity. Personal web site, blog, vlog or specialty e-newsletter writers, editors, or creators will not be registered as media.

**Freelance Writers/Photographers/Crews:** In order to apply as a member of the media, we require that you submit an original letter from a publisher, editor or producer (on letterhead) indicating that you are covering NATPE 2012 on assignment. We also need at least one previous relevant clip. Individuals or organization wishing to cover on spec will not be credentialed.

**PLEASE NOTE:** Credentials will be provided only to news personnel covering the convention. Because NATPE is a business conference, we will only issue credentials to national and international trade and consumer business media outlets, and to a small number of national and regional consumer entertainment news shows and media. We reserve the right to deny or revoke press credentials at any time to anyone whose principal purpose for attending NATPE 2012, in our judgment, is for reasons other than covering NATPE 2012 as working press.

**Deadline for online registration is Thursday, January 12, 2012. No Media or Press will be credentialed on site.**

Please mail your press credential documentation and a simple cover note to:

Adeline Petty  
The Lippin Group  
6100 Wilshire Blvd., Suite 400  
Los Angeles, CA 90048  
Tel: (323) 965-1990  
[APetty@lippingroup.com](mailto:APetty@lippingroup.com)

**PLEASE NOTE:** Only International Media are allowed to fax their documentation to (323) 965-1993

Once we receive your credential back-up information, please allow approximately two weeks for an email indicating your registration status. Again, do not make travel plans unless you have received a confirmation from us.

If you have any questions on the media qualification process, please contact Adeline Petty at (323) 965-1990 or [APetty@lippingroup.com](mailto:APetty@lippingroup.com)